



Matthias Lührs, Head of Region Overseas Mercedes-Benz Cars: Egypt is an important market for passenger cars

Recently, Mr. Matthias Lührs - Head of Region Overseas Mercedes-Benz Cars was in Egypt for a high profile visit, where he met Mr. Thomas Zorn - CEO of Mercedes-Benz Egypt and the company executives and employees. During his visit, Lührs expressed the importance of the Egyptian market for passenger cars, and reviewed the most important global and local successes and achievements of Mercedes-Benz in 2019.

- Mr. Matthias highlighted that since 2016, Mercedes-Benz has been the number one luxury car brand and was able to confirm this position once again last year. This proves how valuable our brand is.
- In 2019 Mercedes-Benz achieved increased unit sales for the ninth consecutive years, underscoring once more the strong demand for Mercedes-Benz vehicles, even amidst far-reaching changes in the mobility landscape.
- Mercedes-Benz delivered 2,339,562 cars last year, achieving the highest annual sales volume in the company's history (+1.3%) in a challenging environment for the automotive industry. The fourth quarter of 2019 was also the best quarter ever, Mercedes-Benz sold for the first time more than 600,000 cars within a quarter (614,319 units, +3.2%). The SUVs were Mercedes-Benz's strongest-selling segment in 2019, with strong performance from the GLA, GLE, and GLS.
- This strong performance reflects, among other things, the success of our model offensive with Compact Cars and SUVs, which have delighted new and existing customers. We offer a broad product line-up with innovative technology and emotional design, which means we have the right vehicle for every customer.
- 2019 was the "best year ever" in Mercedes-Benz Egypt history in terms of sales, selling more than 5050 cars in 2019. Mercedes-Benz Egypt is currently the fastest growing market for Mercedes-Benz globally.
- 2020 marks our 20 year's anniversary in Egypt.
- Lührs then showcased the latest Mercedes-Benz electric passenger cars and discussed Electric mobility, mentioning that the global demand for individual mobility is set to grow, not decline. We're not aiming for fewer, but for better cars. Our tool of choice is sustainable innovation and technology.
- With its "Ambition 2039" announced last year, Mercedes-Benz Cars has set itself the goal of achieving a CO2-neutral fleet of new passenger cars within a period of 20 years. For Europe, the company assumes that well over 40 percent of Mercedes-Benz vehicles could already be delivered to customers as EVs (plug-in hybrids and all-electric vehicles) by 2025. The first fully electric SUV from Mercedes-Benz, the EQC, made its retail debut in Europe first followed by China and Asia-Pacific markets in 2019.
- Lührs also talked about the "Best Customer Experience 4.0" For many customers, luxury means time saving and comfort. With "Best Customer Experience 4.0", Mercedes-Benz consistently



aligns its sales to these requirements and wants to offer its customers a seamless and convenient luxury experience - regardless of the time, place or channel they are using.

- Buying a Mercedes-Benz should become as easy as ordering a book for our customers. We expect that 25 percent of our worldwide passenger car sales will be made through online channels together with our sales partners by the year 2025.
- The company already laid the cornerstone for the further development of sales in line with current customer needs in order to provide access to Mercedes-Benz products and services even easier for new and existing customers.
- Mr. Thomas Zorn, CEO of Mercedes-Benz Egypt, concluded the meeting, addressing the most important achievements of the company in Egypt during the past year.
- Looking back we have consequently followed our strategy and important milestones supported our success. The main reason behind the success we achieved in 2019 is the experienced and dedicated Mercedes-Benz Egypt team. Among these successes is the expansion of the dealers' retail network nationwide.
- Mercedes-Benz is among the leading luxury premium automotive brands in Egypt. The best selling models in 2019 were the C-Class Sedan and E-Class Sedan. The C-Class Sedan even achieved its highest annual sales last year. In 2019 sales of Compact Cars doubled thanks to important drivers like the CLA and GLA. The all new A-Class Sedan also contributed to this success.
- We have successfully expanded our product portfolio last year with the newly introduced models such as the A-Class Saloon, CLA, GLC Coupé & GLC SUV Facelift, CLS, and V-Class.
- With the Model Year 2020 lineup we will offer the most attractive and comprehensive line up in Egypt. For MY2020, the lineup was further expanded with the introduction of the E200, E300, C200, and C300 Saloon, Cabriolet and Coupé, all with newly introduced engines and new upgraded equipment packages.
- With a solid foundation in place, further growth and more exciting news and products is in the making for the coming period.

